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it is almost certainly available in that format to nearly everyone who might want to buy this book. By increasing the page-count, its inclusion will scarcely have reduced the cost. The University of Toronto Press has in other ways done a very efficient job of producing a book that is a pleasure to handle, though its redoubtable focus on historiography will mystify most readers from outside the academy. Inside, however, it must be recommended to undergraduates and graduate students enrolled in Soviet history courses, and its best parts will be required reading for professionals in the field and beyond. But all parts are good—as is unusual in an edited volume of this type, any significant weaknesses have been edited out.

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Hot Books in the Cold War: The CIA-Funded Secret Western Book Distribution Program behind the Iron Curtain. By Alfred A. Reisch. Budapest: Central European University Press, 2013. xxviii, 549 pp. Notes. Bibliography. Index. Plates. Tables. \$70.00, hard bound.

This book covers the lively history of a small U.S. Central Intelligence Agency program that funded the publication and delivery of millions of books, catalogues, and magazines of great variety to eastern European and Soviet citizens during the Cold War. It is a welcome if carefully limited addition to a growing historical literature that reveals how an imaginative conceptualization of U.S. national security interests in the Cold War led to increased government funding of intellectual and professional life in many and sometimes surprising areas such as modern art and book publishing.

Hot Books in the Cold War reveals the extent to which the Soviet and eastern European educated elite, from party leaders to teachers and students, were a target consciously chosen for ideological transformation by the American government. However, as Alfred Reisch is careful to point out, the purpose of this particular program (after an initially less sophisticated approach that involved such activities as dropping anticommunist leaflets from high-altitude balloons) was not to send overtly propagandistic materials in particular but rather to make available to educated readers high-quality publications in a wide range of areas, from technology to religion to belles lettres. It was intended thereby to highlight the weakness of their own economic and political system in providing such materials as well as to develop this social class's capacity to imagine potential future reform of that system.

A major reason for this comparative subtlety lay in the program's being administered largely by George Minden, a Romanian émigré intellectual of notable cultural and material heritage whose family had lost its oil-based riches in the 1946 communist takeover of his home country. Indeed, émigré cultural influence seems to have been strong in and beneficial to this program, as was the development of a staff devoted to intensive research of its "customers" and their actual interests and needs. Such a "soft" approach seems to have been immensely rewarding in terms of not only readers but also broad networks of both eastern and western intellectuals and professionals who were comfortable with smuggling the materials past customs officials as well as passing on the names of others interested in moving and receiving books. This was a popular program that nurtured expansive webs of association between east and west. That its CIA sponsorship was well hidden through institutional cover identities was no doubt an important factor in its popularity.

The late Dr. Reisch, himself a CIA employee and devoted participant in this effort, has summarized in exhaustive detail the numbers of publications, their typical

titles and authors (from J. D. Salinger to Friedrich Hayek), the regions to which they were sent, the means by which they were delivered, and the difficulties encountered along the way. While he had hoped to cover all of the program's existence, he was able to document only the years 1956–73. He relies on a detailed examination of numerous personal and institutional documents held at the Hoover Institution and other archives as well as on interviews with other former staff members and his own experiences. He also summarizes multiple responses and thank-you notes from reader recipients, which were used to calculate (or guess at) the precise effect of these CIA efforts to transform communists through reading.

Reisch's emphasis on determining the impact of the program leads to one peculiarity of the book, which is its evident concern to judge the program's "value" in limited instrumental terms. The question as it is posed in the introductory essay by Mark Kramer, director of Cold War studies at Harvard University, is, "Was the impact marginal, or would the [Cold War] stand-off have turned out differently in the absence of a sustained US effort to smuggle books into the Communist Bloc?" (xviii). For Kramer, this question is intrinsically linked with the question of the Cold War's outcome. To some extent, he seems to be motivated by a desire to question the blithe assurances of CIA internal assessments that this program and others like it were assuredly successful. Certainly, he succeeds by means of this narrowly defined approach in avoiding the acrimonious debate over the integrity of those in the western intellectual and cultural world who accepted CIA funding which was triggered by such publications as Frances Stonor Saunders's *Who Paid the Piper? The CIA and the Cultural Cold War* (2000).

Yet the historical implications of the book-distribution project are considerably broader than is reflected in either the instrumental or the accusatory approach. This book tells one compelling tale in the history of a generation that valued intellectual sophistication or "culturedness" in both east and west to the point that this quality was viewed as a viable tool in the defense of American national security. That generation is quickly disappearing from our midst even as the CIA has branched off from its original Cold War role in gathering and disseminating information to a more militarized identity with its expansion of drone warfare. To paraphrase, we should all (and again) have such enemies as we had in the Cold War.

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Physical Culture and Sport in Soviet Society: Propaganda, Acculturation, and Transformation in the 1920s and 1930s. By Susan Grant. Routledge Research in Sports History, no. 2. London: Routledge Publishers, 2013. 261 pp. Appendix. Notes. Bibliography. Chronology. Index. Illustrations. Photographs. \$125.00, hard bound.

This study explores physical culture in the Soviet Union in its first two decades as "an important part of the overall struggle to impose socialist ideals on Soviet society" (3). Physical culture—which Susan Grant defines as encompassing health, hygiene, leisure, education, culture, and labor and defense preparedness—was appealing to the government because it could shape "programmes for identity" that could foster both the physical and mental transformation of ordinary people into new Soviet citizens.

Grant's thoroughly researched monograph draws from archival files and both written and visual material in printed sources including newspapers, magazines, and